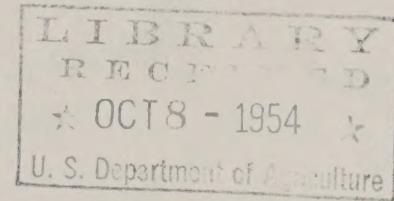


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-1954-

Hugh Steavenson, Proprietor
 Originator and Developer of Multiflora Rose Fence



Forrest Keeling

NURSERY

ELSBERRY, MO.

Brother, can our Multiflora take it!

If you live in the Midwest, you know how we sizzled in the summer just past. Fry would be the better word for it. New all-time high recordings were established by the 118 year old St. Louis Weather Bureau. Our thermometers here reached 116° and topped 110° repeatedly.

Now, this wasn't fun. Tender plants (and many we thought were tough) perished right and left. But our Multiflora stands came through with flying colors. Our plants stood the arctic test of 21° below zero several years ago and now that they have taken this all-time high we are convinced of their superiority. Another thing about these Sahara conditions: plant roots develop more abundantly in search for water and grow more branched and stocky. Weaklings succumb. So the plants we have to ship to you this fall are climate-tested beauties.

And fall is such a wonderful time to plant Multiflora living fences. You gain a half-year's growth over spring planting as roots are never dormant and will grow whenever the soil temperature is a few degrees above freezing. Planting conditions are usually better in the fall and one escapes the rush and mud of spring planting. Supply conditions are better in the fall too, as we sell out early every spring.

The demand is particularly heavy on us this fall as so many nurseries had stand failures. Yet, you will note, our prices remain the same as last season.

Remember, you can't afford less than the best in Multiflora fencing. Costs are a fraction of that of any other type fencing (figure it for yourself) which means you cannot risk planting questionable stock. We grow and ship more Multiflora to more people over more of the country than any other grower. We got that way by supplying the best plants.

Note our guarantee: We could not venture this kind of assurance if we were not confident our plants would thrive for you.

So whether you need a mile of fencing for your farm or 50 feet across your rear yard, send in your order now. Orders will be accepted and shipped in rotation, within planting zones. Use handy order envelope enclosed.

Don't hesitate to use your credit, if you wish. We are always happy to ship payable 30 days after shipment if you have established credit with us or if you provide credit references.

Cordially yours,

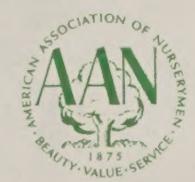
Hugh Steavenson
 Hugh Stevenson, Pres.
 FORREST KEELING NURSERY

P. S. EARLY BIRD orders sure help us plan our shipping schedule. So if we receive your order prior to Oct. 1, and it is in value of \$10 or more, we will include free of charge, one bundle of SIX SELECTED SONG BIRD SHRUBS — strong field-grown plants of the very best varieties to furnish food and nesting habitat for your feathered friends. These plants will make a corner of your grounds a gay and attractive song-bird center. Act right now to secure this bonus premium.



A GENERAL LINE OF NURSERY STOCK, FEATURING "WELL GROOMED" EVERGREENS

Forrest Keeling Type Multiflora Rose For Fencing • "HORSE HIGH, BULL STRONG, GOAT TIGHT."



PRICES

FORREST KEELING MULTIFLORA ROSE

Note these low prices!

	Price per plant in quantities		
	100 to 500	500 to 4,900	5,000 up
No. 1 STANDARD — Top quality for field fencing. Well branched, 15-18 inches (before pruning) with root-crown caliper of 3/16-1/4 inch. Husky and uniform plants.	7c each	5c each	4 1/2c each
UTILITY GRADE — 10 to 15 inches (before pruning). Root-crown caliper 2/16 - 3/16 inch. One or two stems and balanced root.	4c each	3 1/2c each	3c each
JUMBO GRADE — Extra heavy plants for quick effect. Stocky, 18-24 inches (before pruning). Root-crown caliper 1/4 to 3/8 inch. Heavily stemmed and strong rooted.	10c each	8c each	7c each

COUNTRY CLUB GRADE — For estate, country clubs, the home lot and similar uses where a stout barrier or screen is desired in the shortest period choose our giant "Country Club Grade". Top growth 24 inches and up (before pruning). Root-crown caliper 5/16 to 1/2 inch.

\$19.00 per 100 plants
Fifty plants at \$10.50
Twenty-five plants at \$5.75

NOTE: Prices are F.O.B. Elsberry, Missouri. Our method of packing makes it possible to place fresh-dug plants in your hands at a most modest shipping charge wherever you may live in the U. S. (Shipping charges to New York, for example, are about 10% of the cost of the plants.)

Planting Instructions — Clear, detailed, simple — on easy planting and development of your Multiflora fence — go forward on receipt of each order.

Use Handy Order form on enclosed addressed envelope.



Record-breaking drouth has parched the earth and left trees and pastures sear and bare. But the Multiflora Living Fence remains fresh and green.



Country Club Grade Plant at Left
No. 1 Standard Grade at Right